

WE DARE THEM ALL!

PHILIP MORRIS challenges any other leading brand to suggest this test!

IN JUST ONE MINUTE... you can prove to yourself PHILIP MORRIS is definitely less irritating — therefore more enjoyable — than the brand you're now smoking.



1 ... light up a PHILIP MORRIS

THEN, just take a puff — DON'T INHALE — and s-i-o-w-i-y let the smoke come through your nose. Easy, isn't it?



2 ... light up your present brand

Do exactly the same thing — DON'T INHALE. Notice that bite, that sting? Quite a difference from PHILIP MORRIS!

*Cited in signed statements by thousands and thousands of smokers all over America!

NO CIGARETTE HANGOVER

means MORE SMOKING PLEASURE!

MAKE NO MISTAKE. ONLY ONE CIGARETTE IS RECOGNIZED BY EMINENT MEDICAL AUTHORITIES AS DEFINITELY LESS IRRITATING. THAT CIGARETTE IS PHILIP MORRIS!



CALL FOR **PHILIP MORRIS**